

MEMO FROM:

R.E. LANDRY

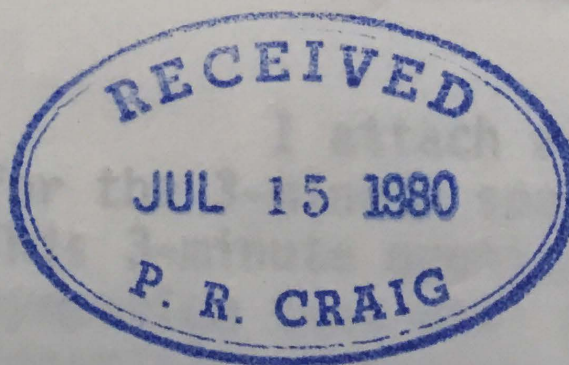
July 14, 1980.

Peter Craig

This looks like a good idea. Will reserve final judgment on content until next phase.

R.E. Landry

Att.- Memo re R&D Symposium
dated July 8/80.



little concerned that they may be

MEMORANDUM

EXTERNAL AFFAIRS DEPARTMENT

July 8, 1980



Copy to each:

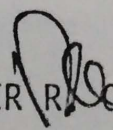
Messrs. J. G. Livingstone
R. E. Landry
V. C. Larson
J. L. Tiedje

IMPERIAL RESEARCH AND DEVELOPMENT
SYMPOSIUM, SARNIA
3-MINUTE AUDIO-VISUAL OPENING

I attach a proposal by Avcor Audio/Visual Corporation for the 3-minute special audio-visual opening to the symposium. This 3-minute opening is designed to set the stage for the symposium that will follow by giving a brief overview of Imperial's research -- past, present and future.

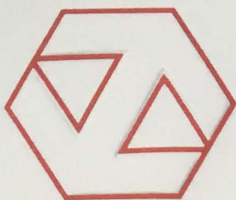
I believe they have captured the content and the tone of what we should be saying in such an opening, although I'm a little concerned that they may be trying to get too much into a short period of time.

I would appreciate any comments that you may have before going back to them. We will, of course, have an opportunity to see their proposal in storyboard and script form at the end of the month in final clearance.


PETER R. CRAIG

PRC:nq
Attachment

c.c. Messrs. R. Horsfield)
J. A. Knight) with attachment



PROPOSAL
for a

SPECIAL AUDIO VISUAL
PRESENTATION

of

FIFTY YEARS OF RESEARCH AND DEVELOPMENT

at
IMPERIAL OIL LIMITED

for presentation
at the
RESEARCH AND DEVELOPMENT SYMPOSIUM
Sarnia, September 17, 1980

presented by
AVCOR AUDIO/VISUAL CORPORATION

July 7, 1980



INTRODUCTION

The proposed three-minute opener for the Research and Development Symposium in Sarnia is based upon a recognition of the fact that Imperial Oil Limited have been working at Research and Development for more than fifty years.

This is a significant statement for any Canadian Corporation to be able to make and it is especially the case for an energy-related company where the widespread assumption exists that these kinds of companies are just now concerning themselves with Research and Development as a result of the impending energy shortage.

This proud record could be viewed with some scepticism by certain elements of the public and media if it is presented in a commercial manner. However, within the more academic environment of a Symposium, the highlights of the fifty year effort could be viewed with full credibility and certainly serve to enhance the credentials of the Corporation as well as favourably set the stage for the papers which will be presented at the Symposium.

Therefore, the manner in which the presentation will be developed will be one of factual reportage of facts. The presentation will have the flavour of a documentary that is produced in the three-projector 35mm format with accompanying sound track.



CONTENT

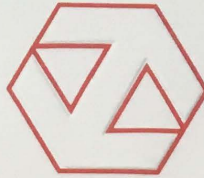
There are two key factors involved in the development of the content for the presentation. The first is that Imperial Oil Limited have been conducting Research and Development for better than Fifty years and, that Esso Resources Limited have been similarly involved for a quarter century.

With this record of longevity as the foundation for the presentation, the content would faithfully chronicle the sequence of events and discoveries that helped shape an impressive record of R & D achievements.

The presentation would open with a picture of Stephen Leacock and the cover of the Golden Jubilee Issue of The Imperial Oil Review. Accompanied by archive shots from the '30's, the announcer/narrator would explain:

"YES, THAT'S STEPHEN LEACOCK, CANADA'S MOST HONOURED HUMOURIST. AND WHAT DOES STEPHEN LEACOCK HAVE TO DO WITH RESEARCH AND DEVELOPMENT?

WELL, HE HAD SOME INTERESTING THINGS TO SAY ABOUT PETROLEUM IN THE GOLDEN JUBILEE ISSUE OF THE IMPERIAL OIL REVIEW. THAT WAS THE AUGUST/SEPTEMBER ISSUE OF 1930...THE SAME YEAR THAT THE IMPERIAL OIL RESEARCH BUILDING OPENED IN SARNIA.

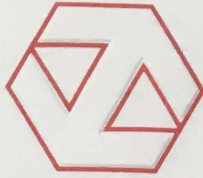
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LEACOCK WROTE AN ARTICLE CALLED, "IN PRAISE OF PETROLEUM" WHICH HE ENDED BY SAYING - 'In the Great Oil Age, which now is, life moves along. Love and friendship, joy and sorrow move fast. Good news and bad news circulate the Globe in a second. Kings rise and fall, republics roll over sideways, elections go off with a pop - so fast that each is forgotten before it is finished. And at the end the rapid motor hearse rushes Man to Oblivion - with a last faint smell of gasoline as his Requiem.'

THAT WAS 1930 - THE YEAR SARNIA'S RESEARCH BUILDING OPENED. BUT WE HAD BEEN DOING RESEARCH IN 1884 WHEN HERMAN FRASCH DEVELOPED THE METHOD FOR REMOVING FOUL-SMELLING SULPHUR FROM KEROSENE. AND WE HAVEN'T LOOKED BACK SINCE!"

To remove some of the emphasis on chauvinism, the IOL events would be paired with significant events in Canada's development that parallel the R & D milestones.

For example, the presentation would show how the needs of the bush pilots and pilots from Wars I and II benefitted from IOL discoveries and technology. As motor trends changed, so did the kinds of products. While Canadians consumed 100 gallons per person per year of oil products in 1933, today's needs would be shown to be impressively different.

CONTENT cont'd

Agriculture and marine life also have special needs in Canada - needs met through Imperial Research and Development. Even Canada's roads required special treatment and IOL was and is foremost in developing asphalt that can withstand the extremes of temperature and usage.

This historic sequence not only demonstrates how Imperial Oil responded to Canadian needs but also the depth and breadth of research that is conducted. The approach places each IOL discovery in its context of the time which adds an interesting dimension to the production.

A liberal sprinkling of quotations from both printed resources and spoken by the voiceover announcer would lend credence to the testimony of achievement.

Similarly, personalities such as Dr. R.K. Stratford, Dr. George W. Gurd, Cam Caesar and John Tiedje would contribute statements germane to developments during their tenure at the Research Centre. These statements would also be read by the narrator.

Throughout the presentation it will also be noted that there was a growing awareness of the need to locate alternate energy sources -- that the subject is not as recent as many believe. For example, in 1956 the Globe & Mail stated that "New Imperial Oil Labs Seen Inadequate by the '70's", that IOL Review was talking about fuels for the future in 1948.

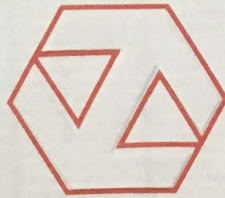
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Based on the mandate to PRODUCE BETTER PRODUCTS FROM POORER CRUDES, the presentation would talk to the series of discoveries that have impacted on Canada, for example: --

- 1926 - Marvelube
- 1928 - Phenol Treating
- 1938 - Solvent Dewaxing
- 1940 - Catalytic Cracking
- 1948 - Hydrofining
- Dryer Bearing Oil
- Special Grease for Antifriction Bearings
- 1955 - Newest Oil Research Lab in Canada opened - Calgary
- Rheology
- 1960 - Petrochemicals for Furnace Oils
- 1970 - EXOL N Extraction
- DILCHILL
- 1971 - UNIREX

The historic sequence would end on a visual trip through the Sarnia, Montreal and Calgary labs and an update on what projects are concerning today's scientists. Where possible, the split screen effect would be used to show a "Then and Now" comparison of the early days of IOL Research and today's concern for an even further refining of a similar process. For example, the left side could show the old dewaxing process beside the right side showing the current dewaxing experiments.

The production would conclude by conveying the attitude that Research and Development, while an ongoing and vital part of the Imperial Oil philosophy, requires assistance from many sectors as no one corporation holds all the answers. The narrator reminds the audience that there are two kinds of prospecting -- on the site and in the lab and both need support from companies and Governments.

SUMMARY

Basically, the three-minute opener is a combination of Canadian history lesson and reportage to IOL technological achievements. Its sequence:

- a) THE BEGINNINGS - Stephen Leacock quote and R.K. Stratford quote.
- b) CANADA'S NEEDS - How IOL met the changing needs of Canadians - Milestones 1930 - 1980.
- c) RESEARCH THEN AND NOW - Segue update of specific ongoing types of research. World Petroleum Congress papers. Patents.
- d) RESEARCH NOW - Visual look at some current lab tests. Calibre of staffs.
- e) FUTURES - The search continues. Review of products from Research. The mandate continues - "Better Products from Poorer Crudes".